



Canadian Bioethics Society
Société canadienne de bioéthique

Website Redesign - Request for Proposals

Background

The Canadian Bioethics Society – Société canadienne de bioéthique (CBS-SCB) is a national, member-driven, registered charity serving as a forum for individuals interested in sharing ideas related to bioethics. The CBS-SCB was created in 1988 from the fusion of the Canadian Society of Bioethics and the Société canadienne de la bioéthique médicale. As a national forum, the CBS-SCB provides resources and opportunities for dialogue to help individuals, organizations and societies explicitly identify, explore and make decisions on bioethics issues. The audience for the CBS-SCB website is multidisciplinary, including practising healthcare ethicists, academics, students, researchers, policy makers, affiliated & supporting organizations, and members of the public interested in Canadian bioethics.

Mission

The CBS-SCB is committed to building bioethics capacity through the promotion of:

1. interdisciplinary and inter-professional networks of individuals (including students) and organizations;
2. excellence in bioethics education, research, and policy;
3. the advancement and dissemination of leading practices in bioethics;
4. the examination of professional issues in bioethics;
5. public engagement and policy development around bioethics issues.

Vision

Our vision is to be the leading bioethics collaborative forum in Canada working towards advancing the health and well-being of people at home and abroad. We aim to achieve this by facilitating high-quality bioethics engagement that is inclusive of individuals from a wide variety of perspectives, backgrounds, professions and beliefs.

Contact Information:

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Website

<https://www.bioethics.ca/>

Website Redesign – Request for Proposals (RFP)

Project Purpose & Description

The CBS-SCB is accepting proposals to: 1) redesign the organization's website; and 2) create a user-friendly, intuitive interface that is easy to maintain and viewable by desktop and mobile devices.

The existing website is housed on *Wix*, a cloud-based development platform, and was internally designed in 2017 using a *Wix* template. It is in need of a creative and functional overhaul to reflect the needs of our members in an evolving technological era. Outside of edits to text, images, and links, the existing site functionality has had only minor adjustments over the last 5+ years. We are open to having the new site hosted on *Wix* or another platform at the designer's recommendation.

An opportunity exists to recreate, redesign and re-envision the site to better reflect our vision of facilitating high quality bioethics engagement that is inclusive across diverse domains and accessible in both French and English. The purpose of this RFP is to provide candidates with a description of the request, and the evaluation criteria against which they will be assessed to ensure a fair evaluation of all candidates.

Upon completion of the redesign, CBS-SCB will continue to assume responsibility for content maintenance and administration.

Project Objectives

The redesigned website will significantly contribute to continued recognition of CBS-SCB as a national hub for bioethics information and engagement by its members and interested parties.

To achieve these aims, the five core objectives for this project include:

- ✓ integrated membership management within website
- ✓ ease of navigation
- ✓ ease of maintenance
- ✓ visual appeal and professional look
- ✓ website must be accessible in English and French

Project & Vendor Requirements

Vendor proposals should address the following desired features (see table 1 below), providing a detailed pricing breakdown for any features which are not included in your basic site design price. CBS-SCB is interested in all of the following features but may need to prioritize certain features in order to stay within budget.

Table 1 – Desired Features (not ordered by priority):
Ability for members to manage own membership
Integration with PayPal for membership payments
Automated membership renewal reminder emails
Membership database (i.e. when you register, your info is entered to the DB).
Integration of newsletter emailing list with membership list (i.e. when registering/renewing, members can add/remove themselves from the mailing list.) Note that list-mailing is currently done through Wix; would need either a mailout feature in new site or integration of mailing list with 3 rd party mailer (e.g. mailchimp or similar.)
Ease of updates in French and English. (As a bilingual organization, CBS-SCB needs to have a fully bilingual site. CBS-SCB will assume responsibility for getting appropriate translations of site content, but is looking for solutions that simplify the process of simultaneous content updates to the French and English versions of the site.)
Style guide for new content/updates
Ongoing site maintenance
Supporting Organization self-service/management
Social media integration/links
New look and feel
Member-only area (login required)
User-friendly back end interface, style guide
Mobile-friendly site design
Integrated event registration/payment
Integration of membership database with event registration/payment
Domain name emails (ideally @cbs-scb.ca, otherwise @bioethics.ca)
Site performance analytics
Ability to have advertising
Search bar
Accessibility / Universal Design
RSS Feed
New logo

Draft Site Plan

PUBLIC-FACING:

Homepage

- incl. supporting orgs, link to newsletter signup/archive, embedded social media feeds, mini events calendar, link to facebook page and LinkedIn, general info about bioethics

Become a Member

- incl. benefits, etc.

About

- incl. description of the society/purpose, current Board members, university representatives, affiliates, awards, EDI criteria, bylaws/constitution, annual report/achievements, etc.

Events

- incl. calendar, conferences, recent past events (from past 3 months)

Opportunities

- incl. jobs, volunteer opportunities (incl. CBS opportunities), postdocs

Education/Training

- incl. list of Bioethics Programs in Canada, professional development, list of journals

Students/Early Career

- incl. opportunities/benefits of membership, opportunities/benefits of becoming a student representative, spotlight on past events that were student-led (or organized by CBS student representatives), link to other sections for content?

MEMBERS-ONLY:

Manage own membership (incl. supporting orgs?)

Membership Directory (opt-out)

Resources

- incl. tools, conference program archives, past event recordings, etc.

Registration for events/conferences at member rates (?)

BOARD MEMBERS ONLY: (separate login but not integrated with DB)

Single page with agendas, minutes, recordings, etc.

Proposal Requirements

Proposals should address the following:

1. outline of products/services that will be delivered
2. budget and summary of pricing for all proposed services and anything additional that might be needed
3. timeline/schedule for each phase of the project
4. details on included user training and support
5. prior work experience/samples to view

Project Timelines

Once the successful candidate has been announced and the contract awarded, we expect the redesign process to begin immediately thereafter.

RFP Posted/Circulated	January 2023
Proposal Deadline	February 17, 2023
Notification of Successful Candidate	March 2023

Proposal Evaluation Criteria

Proposals will be evaluated according to the following criteria:

1	Candidate has the necessary qualifications to undertake the project successfully, has expertise in recommending and communicating appropriate technical and aesthetic solutions and has completed similar projects in the past
2	The proposed solution offered by the candidate addresses the major needs of the RFP
3	Candidate provided previous work that showcases creative, innovative and user-friendly interfaces that engage members
4	The price is appropriate for the task and value offered
5	The candidate is able to redesign the site in a timely manner
6	The proposal is presented in a clear, logical manner, is well organized and has the appropriate information the RFP calls for
7	Client references

Proposal Submission

This is an open and competitive process. Proposals should be received by **February 17th 2023**.

The quote should include a detailed cost breakdown of any requested features not included in the basic design package. Any surcharges or additional fees should also be described, including any post-launch costs.

Submit proposals to canadianbioethicssociety@gmail.com